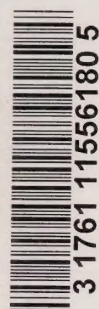


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Canadian attitudes toward
tobacco regulations

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Canadian Attitudes Toward Tobacco Regulations

Prepared for
Health Issues Division
Health Canada

Prepared by
Environics Research Group

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1 Executive Summary

These results are based on a national survey of 1,524 adult Canadians 18 years of age and older undertaken between December 14 and 22, 1998 and are accurate to within +/-2.6 percent, 19 times out of 20.

SMOKING BEHAVIOUR

- Almost three-quarters of Canadians (72 percent) do not smoke tobacco. One-half of all Canadians (51 percent) identify themselves as being non-smokers (never smokers) and another 21 percent state that they are former smokers. Currently, 28 percent of Canadians state that they are smokers. As the level of education and annual household income increase so does the likelihood that an individual will be a non-smoker.
- French-speaking Canadians are more likely to be smokers (33 percent) than are English-speaking Canadians (26 percent). As well, French-speaking Canadians are also slightly more likely to be former smokers (23 percent) than are English-speaking Canadians (21 percent).
- Women (42 percent) are more likely than men (34 percent) to attribute starting smoking to peer pressure.
- On average Canadian smokers state they smoke less than a package of cigarettes a day (17 cigarettes). Men tend to smoke more than women (19.4 vs. 14.7 cigarettes). Atlantic Canadians (20.1 cigarettes) and Quebecers (20.2 cigarettes) smoke more than the rest of Canadian smokers with British Columbians (14.5 cigarettes) smoking the least.
- Almost four out of five current smokers (78 percent) state that they have tried to quit smoking at some point in their lives. More women (81 percent) than men (75 percent) have tried to do this. As well, more French-speaking Canadians (81 percent) than English-speaking Canadians (77 percent) have unsuccessfully tried to quit.

ATTITUDES TOWARD SMOKING REGULATION

- Seven in ten Canadians state that tobacco use in Canada is a major problem (72 percent), 21 percent believe it is a minor problem and only one in twenty (5 percent) think it is not a problem at all. More women (75 percent) than men (68 percent) view tobacco use as a major problem.
- Among smokers, a majority (56 percent) agree that tobacco use is a major problem in Canada, although this perception is significantly lower than among former smokers (75 percent) and non-smokers (78 percent).
- Five out of six Canadians (84 percent) are either very aware (52 percent) or somewhat aware (32 percent) that the federal government regulates the sale, content and promotion of tobacco products. This awareness increases as education and income increase.
- Two-thirds of Canadians strongly support (40 percent) or somewhat support (26 percent) federal regulation of the sale, content, and promotion of tobacco products. Although 49 percent of non-smokers and 40 percent of former smokers strongly support the federal government's regulations in this area, only 23 percent of current smokers do so. Smokers (41 percent) are more likely to oppose these regulations than former smokers (30 percent) or non-smokers (23 percent.)
- As education and annual household income increase so does support for the federal government's regulation of tobacco products.
- The federal government requires that tobacco companies provide detailed and comprehensive information on the level of tobacco sales, the ingredients in tobacco products, including toxic ingredients, and other activities. Four out of five Canadians (80 percent) believe that these

measures better enable Health Canada to do its job. Smokers (73 percent) and non-smokers (83 percent) alike strongly support this requirement by the federal government.

- Six out of ten Canadians (59 percent) state that health care costs related to smoking outweigh tax revenues while three in ten Canadians (29 percent) believe that smokers contribute more to the financing of the health care system through taxes and early mortality than they require in terms of services. One-eighth of Canadians (12 percent) reply "don't know" to this question.
- A majority of Canadians (54 percent) currently support the ban on the promotional activities related to event sponsorship by tobacco companies. One-third of Canadians (34 percent) strongly support this ban and another one-quarter (25 percent) somewhat support it. As age increases so does the level of support for the ban on promotional activities by tobacco companies.
- Support for this ban has increased since its announcement by the government. In comparison to survey results taken shortly after the announcement of this ban, support has grown by 12 percentage points from 47 percent in July 1998 to 59 percent in December 1998. Opposition to the ban has also decreased, from 49 percent to 39 percent.
- Opposition to this measure has decreased significantly in the province of Quebec, from 57 percent in July to 49 percent currently. Support for this measure is currently 51 percent in the province, up ten points over the last six months.

PERCEIVED CHANGE IN USE OF TOBACCO

- Two-thirds of respondents feel that smoking by people aged 12 to 15 is increasing (65 percent) and that the same is true for smoking by people aged 16 to 19 years of age (62 percent).

- Four out of ten Canadians (40 percent) also feel cigar smoking is increasing.
- Canadians who are between the ages of 18 and 24 are significantly more likely than other Canadians to state that smoking among youth and cigar smoking has increased in recent years.
- One-half of Canadians (50 percent) believe deaths from tobacco related causes are increasing, while another one-third (31 percent) believe that the number of deaths caused by tobacco is remaining consistent.

PERCEIVED CHANGE IN THE PROFILE OF TOBACCO PRODUCTS

- While the perceived use of tobacco products is increasing over the last two years, the perceived profile of tobacco products has decreased.
- Six out of ten Canadians (57 percent) state the favourable portrayal of tobacco smoking on television has decreased during this time period. As well, one in four Canadians believe that the favourable portrayal of tobacco smoking in movies (43 percent) and magazines (42 percent) has decreased within the last two years.
- One-half of Canadians (50 percent) believe that the visibility of tobacco products in stores has remained unchanged over the last two years. One-third of respondents (33 percent) feel that the visibility has decreased in stores while 13 percent feel it is increasing.

ANTI-TOBACCO STRATEGIES – ADVERTISING CAMPAIGNS

- One-half of Canadians (52 percent) state that the anti-smoking campaigns conducted by the federal government are either very effective (7 percent) or somewhat effective (45 percent). Of those who disagree that these campaigns are effective, one-third of Canadians (32 percent) see the campaigns

as not very effective and 13 percent see them as not at all effective.

- Six out of ten Canadians (58 percent) are unable to recall any recent anti-tobacco advertisement. Of the 41 percent of people who do recall an advertisement, the overwhelming majority (82 percent) recall seeing the advertisement on television. These individuals also recall advertisements in magazines (7 percent), on the radio (6 percent), in newspapers (6 percent), and on outdoor billboards (5 percent).
- British Columbians are more likely to recall advertisements from newspapers (10 percent) and outdoor billboards (13 percent) than the national average. They are also less likely to recall advertisements on television (70 percent).

ANTI-TOBACCO STRATEGIES – PRIORITIES

- Canadians place a high priority on anti-tobacco strategies that focus on youth. Significant numbers of Canadians think the federal government should give high priority to strategies that discourage young people from taking up smoking (88 percent) and that help young smokers to quit (86 percent). As well, Canadians give high priority to involving young people in developing anti-smoking strategies for their peers (79 percent). More enforcement of regulations prohibiting the sale of tobacco products to minors was also given high priority by almost three-quarters of Canadians (73 percent).
- Three-quarters of Canadians (73 percent) also place a high priority on providing information to smokers who may want to quit smoking.
- A plurality of Canadians (47 percent) also assign a high priority to publicizing the behaviour, profits and practices of the tobacco industry as part of an anti-tobacco strategy.

ANTI-TOBACCO STRATEGIES – PERCEIVED EFFECTIVENESS

- This study tested 12 areas with regard to their perceived effectiveness as part of an anti-tobacco strategy. The areas that are seen to be effective by a majority of Canadians are:
 - Identifying successful local anti-smoking programs and promoting them on a national basis – 84 percent overall, 39 percent very effective.
 - Anti-smoking advertisements targeted to youth – 81 percent overall, 38 percent very effective.
 - Having smoking cessation aids covered by health care plans – 79 percent overall, 40 percent very effective.
 - Providing tax breaks for smoking cessation aids – 74 percent overall, 33 percent very effective.
 - Providing comprehensive information on the dangers of tobacco on the Internet – 68 percent overall, 31 percent very effective.
 - Television advertisements targeted against the corporate activities of tobacco companies – 62 percent overall, 24 percent very effective.
 - Regulating the format of displays in stores – 61 percent overall, 23 percent very effective.
 - Listing the toxic ingredients of tobacco products on the exterior of packages – 60 percent overall, 29 percent very effective.
 - Increasing taxes on tobacco products – 55 percent overall, 29 percent very effective.
- Majorities of Canadians do not feel that the following elements of an anti-tobacco strategy would be effective. However, for most of these areas, significant minorities feel that they would have some positive impact. These areas are:
 - Suing tobacco companies – 45 percent overall, 20 percent very effective.
 - Increasing the size of warnings on cigarette packages – 42 percent overall, 15 percent very effective.

- Placing additional health warnings on the interior "slide" of cigarette packages – 39 percent overall – 12 percent very effective.

LIGHT AND MILD CIGARETTES

- With regard to attitudes toward light and mild cigarettes, two-thirds of Canadians (64 percent) believe that those who smoke light or mild cigarettes inhale more deeply or smoke more than they would regular cigarettes. One in seven Canadians (14 percent) think that light or mild cigarettes reduce the risk of disease and are therefore healthier than regular cigarettes. Another one in seven respondents (14 percent) say that neither statement reflected their opinion or they said that their answer depended on additional information.

FUNDING ISSUES

- With regard to the \$100 million that the federal government has allocated to the anti-tobacco strategies, one-half of Canadians (49 percent) say that this amount is about right. The remaining Canadians are divided between those who feel this amount is too little (20 percent) and those who say it is too much (23 percent).
- Of the overall amount, \$50 million would be targeted at reducing the levels of smoking, especially among young people. One-half of Canadians (49 percent) state that this amount of money is about the right amount to spend on this issue. One-third of Canadians (31 percent) feel that this amount of money is too little and only 14 percent feel that this amount is too much.

CREDIBILITY OF GROUPS AND ORGANIZATIONS

- Survey participants were asked to rate the credibility of a number of groups and organizations that comment on issues related to tobacco use. Groups that advance broadly-based health concerns enjoy a higher level of credibility than those narrowly focused on the tobacco issue.

- The top tier of credibility is occupied by the Canadian Cancer Society (79 percent saying very credible), the Heart and Stroke Foundation (77 percent) and the Canadian Lung Association (73 percent).

- A majority of Canadians believe that both health care professionals (56 percent) and Health Canada (52 percent) are very credible when they comment on issues related to tobacco use. A plurality of Canadians feel that youth organizations (45 percent) provide very credible comments on this topic. Over 85 percent of Canadians find these organizations at least somewhat credible when speaking on issues related to tobacco use.
- While a majority of Canadians believe that organizations that focus specifically on tobacco issues rather than broadly-based health concerns are at least somewhat credible, only 24 percent of Canadians say that the Non-Smokers' Rights Association is very credible and 29 percent say that province-wide organizations are very credible.
- While 68 percent of Canadians believe that the Media is at least somewhat credible when commenting on tobacco issues, only 14 percent are willing to say they are very credible. This is similar to the credibility rating assigned to provincial government officials (64 percent overall, 13 percent saying very credible).
- With only one-third of Canadians (32 percent) saying that they are at least somewhat credible and only six percent saying that they are very credible when commenting on issues related to tobacco use, tobacco companies were seen as the least credible group tested. Two-thirds of Canadians (65 percent) state that tobacco companies are either not very credible (34 percent) or not at all credible (31 percent) when they comment on issues related to tobacco.

2 Methodology

The following report on Canadian attitudes towards tobacco regulations is based on the findings from quantitative opinion research undertaken between December 14 and 22, 1998 by the Environics Research Group Ltd for Health Canada.

Survey results are based on a national survey of 1,524 adult Canadians. The average interview length was 19 minutes. A disproportionate sample was used to guide the allocation of interviews. This process allowed Environics to increase the representativeness of the results in less populated regions of the country without sacrificing overall accuracy of the survey results. When speaking nationally, the overall survey results are accurate to within +/-2.6 percent, 19 times out of 20. A copy of the survey questionnaire and top-line results can be found in the Appendix.

SAMPLE SELECTION

The sampling method was designed by Environics to complete approximately 1,524 interviews within households randomly selected across the ten province of Canada. The sample was drawn in proportion to the populations of each province as measured in the 1996 Census. It was further stratified proportionate to the populations of six community size groups within each of these regions. The distribution appears below.

Environics used a modified Waksburg Mitofsky sample selection technique. Telephone numbers are selected from the most recently published telephone directories. These numbers act as "seeds" from which the sample is actually generated. The original "seed" telephone number is not used in the sample. The Waksburg Mitofsky sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the "Most recent birthday" method. No substitutions were allowed. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

TELEPHONE INTERVIEWING

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations(CAMRO).

COMPLETION RESULTS

A total of 1,524 interviews were completed. The following table presents the detailed completion results.

The effective response rate for the survey is 21 percent: the number of completed interviews (604) divided by the total sample (12,728) minus the non-valid/non-residential numbers, the numbers not in service and the numbers that presented a language barrier (5,453).

The actual completion rate is 39 percent.

	N	%
Number of calls	12,728	100
Household not eligible	273	2.1
Non-residential/not in service	4,753	37.3
Language barrier	427	3.4
Subtotal	5,453	42.8
 New Base (12,728 - 5,453 = 7,275)	7,275	100
 No answer/line busy/ respondent not available	3,397	46.7
Refusals	2,354	32.4
Subtotal	5,751	79.1
Net completions (7,275 - 5,751)	1,524	20.9
 Completion rate (1,524/[7,275-3,397])		39.3

In undertaking the analysis, all questions were run against a set of key demographic, attitudinal and behavioural measures including whether respondents were opinion leaders¹.

All research work was conducted in accordance with the professional standards established by the Professional Market Research Society (PMRS) and the Canadian Association of Market Research Organizations (CAMRO).

¹ The opinion leader variable was created by asking people about how much time they spent talking, reading, or thinking about issues affecting their community, province or country, how openly they express their opinions on public issues to those other than family and friends (i.e. letters/calls to public officials, writing letters to the editor and so on), and by asking how much influence they felt they had on the outcome of the public issues they cared about. Opinion leaders play a critical role in the evolution of public opinion, especially with regard to new directions in public policy.

3 Smoking Behaviour

According to survey results, and in accordance with other information collected on behalf of Health Canada, a large majority of Canadians (72 percent) currently do not smoke tobacco. One-half of all Canadians (51 percent) identify themselves as being non-smokers and another 21 percent state that they are former smokers. Currently, 28 percent of adult Canadians state that they are smokers.

As the following tables indicate, as education and annual household income increase so does the likelihood that an individual will be a non-smoker.

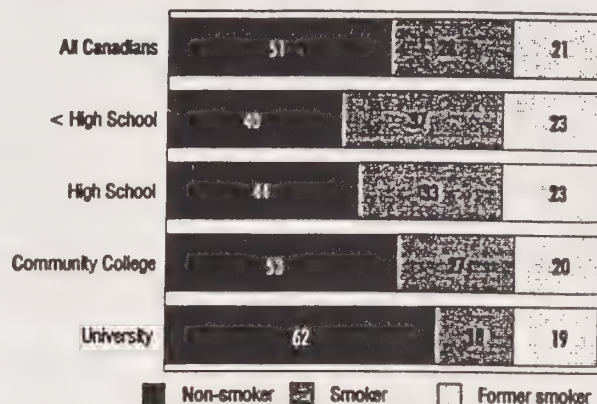
It is also interesting to note that a behavioural difference exists between English- and French-speaking Canadians on the issue of smoking. French-speaking Canadians (33 percent) are more likely to be smokers than English-speaking Canadians (26 percent). As the chart on the right also indicates, French-speaking Canadians (23 percent) are also slightly more likely to be former smokers than English-speaking Canadians (21 percent).

All people who identify themselves as either smokers or former smokers were asked why they started to smoke. The overwhelming majority of responses fall into three categories. These are "social/peer pressure" (38 percent), "smoking was the cool thing to do" (24 percent) and "youth" (16 percent). Respondents identified youth as a reason for starting to smoke when they made statements such as "I was young" (8 percent), "I was a teenager" (7 percent), and "I wanted to seem more grown up" (2 percent).

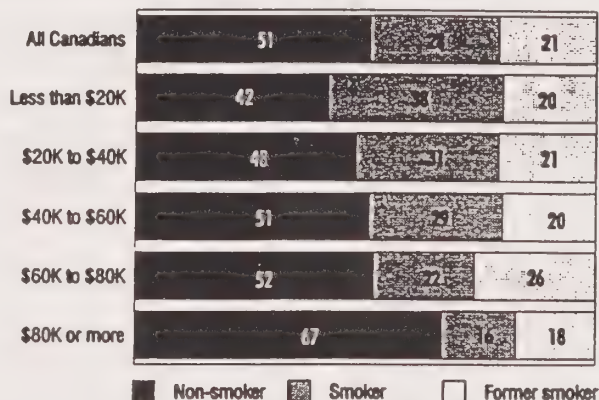
Those who identify social or peer pressure as their reason for starting smoking include friends (8 percent), family members (3 percent), school (2 percent), and older people (1 percent) as being influential in their taking up the habit. These social or peer pressure groups are most influential on younger people who are just starting to make their own choices and form their own opinions.

Quebec smokers (48 percent) point to the need to be cool as the prime motivator for smoking while at least

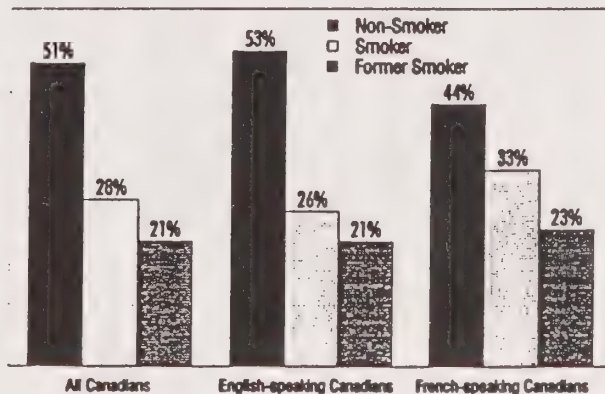
Smoking Behaviour by Education



Smoking Behaviour by Income



Smoking Behaviour by Language



Q.1

With regard to the use of tobacco products, would you describe yourself as a smoker, a former smoker, or a non-smoker?

four out of ten smokers and former smokers in all other parts of Canada say they started smoking due to peer pressure. British Columbians (24 percent) are more likely to blame it on their youth than any other region in Canada. Smokers in the Prairie provinces (21 percent) are more likely than other Canadians smokers (16 percent) to say that they don't know why they started to smoke.

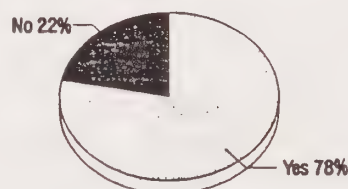
Women (42 percent) are more likely than men (34 percent) to attribute starting smoking to peer pressure.

Smokers were asked how many cigarettes they smoked yesterday.² On average Canadian smokers state they smoke less than a package of cigarettes a day (17 cigarettes). Men tend to smoke more than women (19.4 vs. 14.7 cigarettes). Atlantic Canadians (20.1 cigarettes) and Quebecers (20.2 cigarettes) smoke more than the rest of Canadian smokers with British Columbian smokers (14.5 cigarettes) smoking the least. Francophones who smoke (20.5 cigarettes), on average,

smoke five more cigarettes a day than Anglophone smokers (15.7 cigarettes) in Canada.

Almost four out of five current smokers (78 percent) state that they have tried to quit smoking at some point in their lives. More women (81 percent) than men (75 percent) have tried to do this. As well, more French-speaking Canadians smokers (81 percent) than English-speaking Canadians smokers (77 percent) have tried to do so.

Have You Ever Tried to Quit?



Q.4

Have you ever tried to quit smoking?
N = 432 Subsample of smokers only

Reason for Starting Smoking by Region (N = 749)

	ALL	Atlantic	Quebec	Ontario	Prairies	BC
Social/peer pressure	38%	45%	17%	47%	41%	45%
Cool thing to do	24%	10%	48%	15%	12%	18%
Youth	16%	19%	9%	17%	15%	24%
Tried it & liked it	6%	4%	8%	6%	-	5%
Curiosity	5%	8%	7%	3%	3%	8%
Just did it	4%	3%	2%	4%	6%	5%
I was foolish	2%	2%	-	4%	*	3%
To relax / ease stress	1%	1%	1%	1%	2%	2%
Can't remember	3%	8%	*	2%	9%	3%
No reason	3%	4%	1%	3%	3%	4%
Other	9%	12%	10%	8%	7%	10%
Don't know	16%	16%	18%	13%	21%	15%

Q.2

Why did you initially decide to start smoking?

² The timeframe of "yesterday" was used because providing respondents with a recent well-defined time period helps to reduce the potential for measurement error. Given that interviews occurred on different days of the week, consumption of tobacco products averages out.

4 Attitudes Towards Tobacco Regulations

There is a strong belief that the use of tobacco poses a severe challenge in Canada. Seven in ten Canadians (72 percent) state that tobacco use is a major problem and a further one-fifth of Canadians (21 percent) feel it is a minor problem. Only one in twenty (5 percent) think it is not a problem at all.

More women (75 percent) than men (68 percent) view tobacco use as a major problem. As well, more French-speaking Canadians (76 percent) than English-speaking Canadians (70 percent) believe in the seriousness of the problem. Even among smokers, a majority (56 percent) agree that tobacco use is a major problem, although this perception is significantly lower than among former smokers (75 percent) and non-smokers (78 percent).

As age and education increase, so does the belief that tobacco use is a major problem in Canada. With regard to age, there is a 15 percentage point gap between Canadians aged 18 to 24 (63 percent) and those 55 years of age and older (78 percent) who think tobacco use is a major problem.

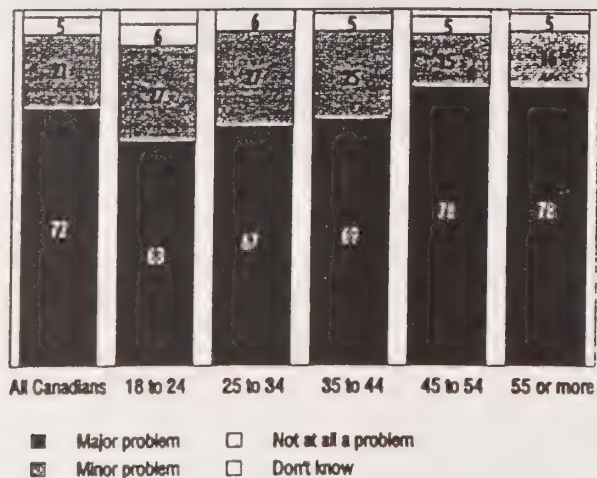
Depth of Tobacco Use as a Problem



Degree of Problem of Tobacco Use

	Major problem	Minor problem	Not at all problem	Don't know
All Canadians	72%	21%	5%	2%
Men	68%	23%	7%	2%
Women	75%	20%	4%	1%
English-speaking	70%	23%	5%	2%
French-speaking	76%	18%	6%	1%
Smoker	56%	30%	12%	3%
Former smoker	75%	20%	2%	2%
Non-smoker	78%	20%	3%	1%

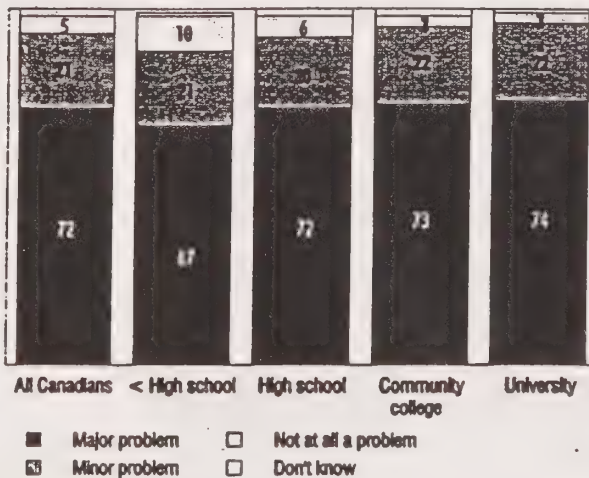
Degree of Problem of Tobacco Use by Age



Q.5

In general, do you think that tobacco use is a major problem, a minor problem, or not a problem at all in Canada?

Degree of Problem of Tobacco Use by Education



Q.5

In general, do you think that tobacco use is a major problem, a minor problem, or not a problem at all in Canada?

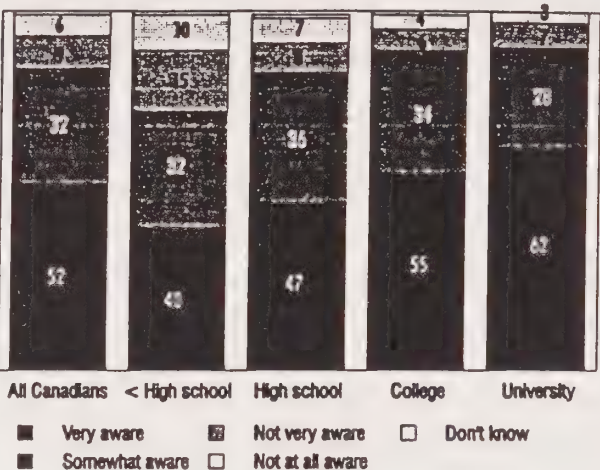
While two-thirds of those with less than a high school education (67 percent) believe that tobacco poses a major problem for Canada, three-quarters of those with a high school diploma or better believe in the seriousness of this problem. It is also notable that one in ten people (10 percent) with less than a high school education think tobacco use in Canada is not a problem at all while fewer than one in twenty community college (3 percent) and university graduates (3 percent) feel the same way. Since people with lower education levels are more difficult to target through conventional public education campaigns, innovative communication plans will be required to reach out to this hard to reach audience.

Five out of six Canadians (84 percent) are either very aware (52 percent) or somewhat aware (32 percent) that the federal government regulates the sale, content and promotion of tobacco products. This awareness increases as education and income increase. Two-thirds of Canadians between the ages of 45 and 54 (67 percent) are very aware that the federal government has this role. Those between the ages of 18 to 24 years of age (40 percent saying "very aware") and those 55 years of age and older (47 percent saying "very aware") are somewhat less aware of this federal government role than other age groups.

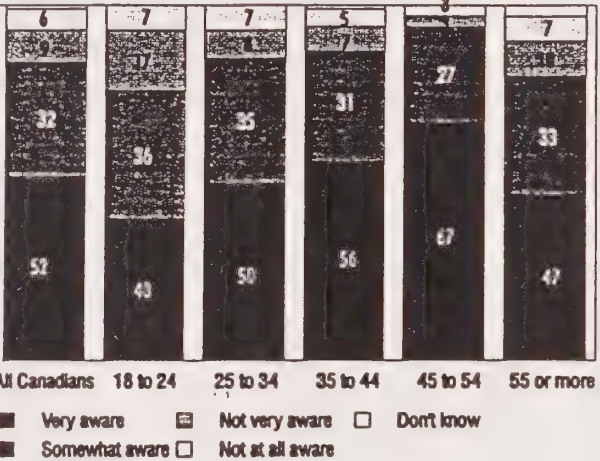
Residents of British Columbia (89 percent overall and 61 percent very aware) are most aware of the federal government's role in the regulation tobacco sales, content and promotion, a much higher level of awareness than in Quebec (77 percent overall and 41 percent very aware) or in the Prairie provinces (84 percent overall and 56 percent very aware). English-speaking Canadians (87 percent overall and 56 percent very aware) are considerably more aware of the federal government's role than French-speaking Canadians (76 percent overall and 41 percent very aware).

Not only is there an awareness of this Federal Government role, there are also significant levels of support. Two-thirds of Canadians (66 percent) strongly

Awareness of Federal Government Regulation Role by Education

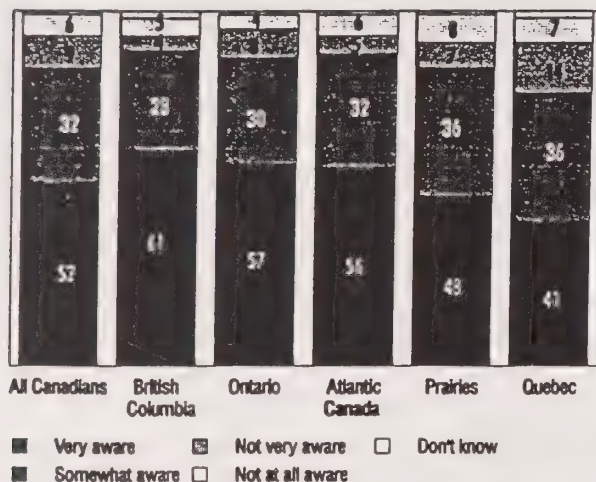


Awareness of Federal Government Regulation Role by Age

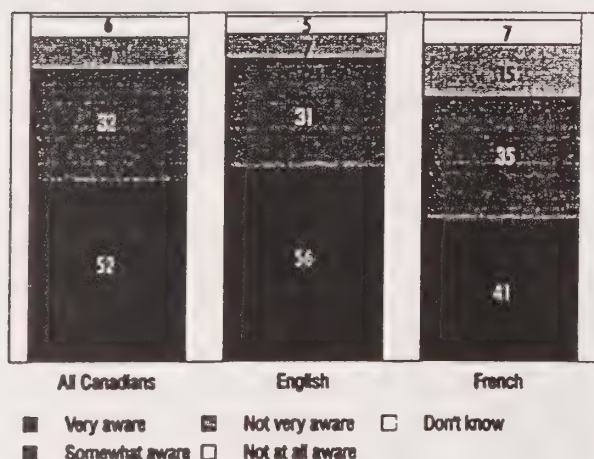


Q.6
Would you say that you are very aware, somewhat aware, not very aware or not at all aware that the federal government regulates the sale, content and promotion of tobacco products?

Awareness of Federal Government Regulation Role by Region



Awareness of Federal Government Regulation Role by Language



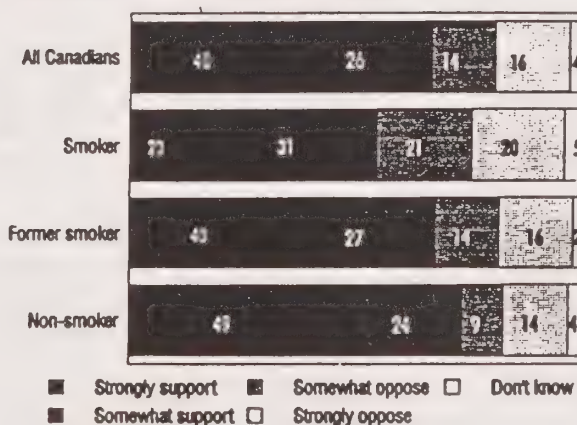
Q.6

Would you say that you are very aware, somewhat aware, not very aware or not at all aware that the federal government regulates the sale, content and promotion of tobacco products?

support (40 percent) or somewhat support (26 percent) federal government regulation of the sale, content, and promotion of tobacco products. Although 49 percent of non-smokers and 40 percent of former smokers strongly support the federal government's regulations in this area, only 23 percent of current smokers do so. Smokers (41 percent) are more likely to oppose these regulations than former smokers (30 percent) or non-smokers (23 percent.)

Once again, as education and annual household income increase so does the support for the federal government's regulation of tobacco products. Over twice as many people whose annual household income is \$80,000 or more (64 percent) strongly support federal regulations compared to those whose annual household income is less than \$20,000 (31 percent). While one-half of university graduates (51 percent) are strongly supportive of federal government action in this area, intense support falls to fewer than three in ten people among those with less than a high school education (27 percent saying "strongly supportive".)

Support for Federal Gov't Tobacco Regulation by Tobacco Usage



Q.7

In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose federal regulations on the sale, content, and promotion of tobacco products?

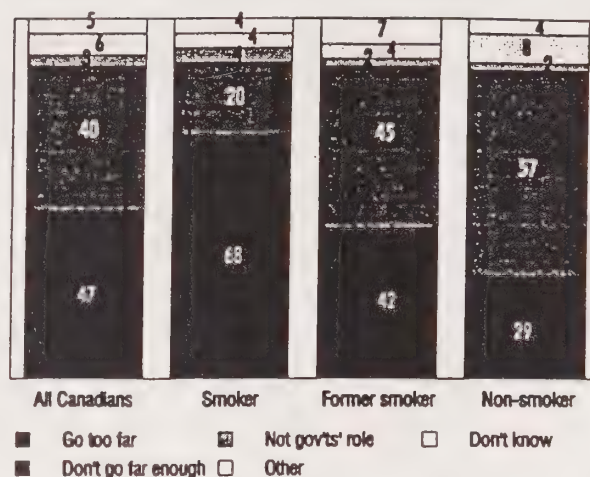
Respondents who stated that they opposed federal regulations on the sale, content and promotion of tobacco products (30 percent overall) were asked if they opposed these regulations because they go too far, or because they don't go far enough. One-half of respondents to this question say they feel the regulations go too far (47 percent) or that the government should not impose regulations on tobacco (3 percent). Another 40 percent of respondents state that they oppose federal regulations because they do not go far enough with another six percent providing other responses and five percent saying they "don't know."

There are polarized responses to this question based on smoking behaviour, with smokers (68 percent) stating the regulations go too far and non-smokers (57 percent) stating they do not go far enough.

The federal government requires that tobacco companies provide detailed and comprehensive information on the level of tobacco sales, the ingredients in tobacco products, including toxic ingredients, and other activities. Survey respondents were asked if they felt this is an unwarranted and highly intrusive action or if they felt this requirement better enables Health Canada to protect Canadians. Four out of five Canadians (80 percent) believe that these measures better enable Health Canada to do its job. Strong majorities of smokers (73 percent) and non-smokers (83 percent) alike take this position regarding reporting requirements.

An argument has been advanced that smoking supports the health care system through taxes and early mortality rather than acting as a drain on health care resources through the illness and disease caused by tobacco products. Survey participants were asked if they feel that the health care costs resulting from tobacco far outweighs the revenue it generates through tobacco taxes or if they feel smokers contribute more to the financing of health care than cost the system more for the services they use. Six out of ten Canadians (59 percent) state that health care costs related to smoking outweigh tax revenues from smoking. Once again, smoking behaviour has a

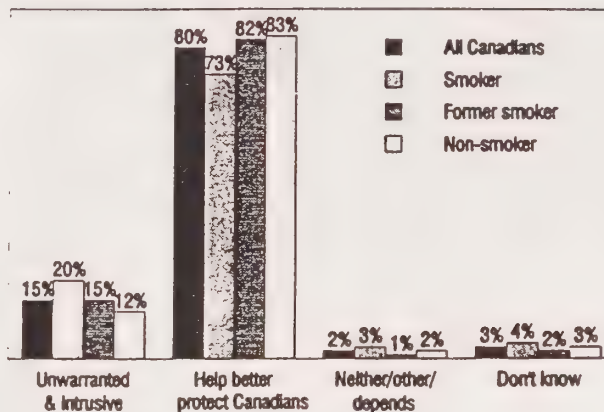
Reason for Opposition to Regulations



Q.8

Do you oppose these regulations because they go too far, or because they don't go far enough?

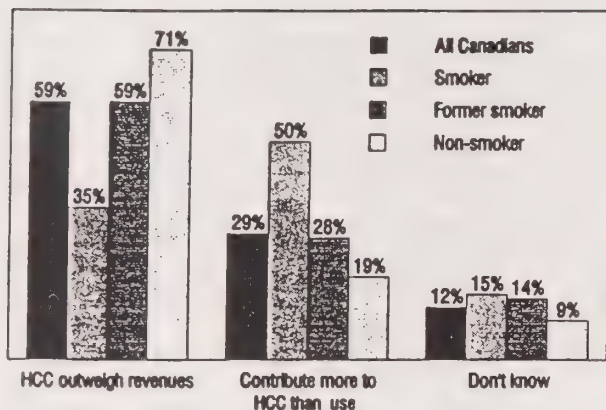
Federal Government Information Requirements of Tobacco Companies



Q.41

The federal government requires that tobacco companies provide detailed and comprehensive information on the level of tobacco sales, the ingredients of tobacco products, including toxic ingredients, and other activities. Some say that this is an unwarranted and highly intrusive action. Others say these requirements better enable Health Canada to protect Canadians. Which view is closer to your own?

Smokers: Health Care Costs (HCC) and Taxes



Q.17

Some people say that the health care costs resulting from tobacco far outweigh the revenue it generates through tobacco taxes. Others say that smokers contribute more to health care than they use, through tobacco taxes and their early mortality. Which view is closer to your own?

significant impact on attitudes toward this issue. While seven in ten non-smokers (71 percent) believe in the net cost of smoking, 50 percent of smokers believe that smokers contribute more to health care than they use.

In June 1998, the federal government announced legislation that bans promotional activities related to the sponsorship of cultural and sporting events by tobacco companies, with a complete ban effective in 2003.

Survey participants were asked the degree to which they support or oppose this ban. The majority of Canadians (54 percent) support the ban with one-third of respondents (34 percent) strongly supporting it and another one-quarter (25 percent) somewhat supporting it. Only one in six Canadians (16 percent) somewhat oppose it and less than one-quarter of people surveyed (23 percent) strongly oppose the ban on promotional activities related to the sponsorship of cultural and sporting events by tobacco companies.

As age increases so does the level of support for the ban on promotional activities by tobacco companies. While only 22 percent of people between 18 to 24 years of age strongly support this measure, this support leaps to 31 percent strong support among those between 25 to 34 years of age, 33 percent for those 35 to 44 years of age, 39 percent among those 45 to 54

years of age and up to 41 percent for those 55 years of age and older.

While a majority of Quebecers support the ban (27 percent strongly supportive and 24 percent somewhat supportive) this is slightly lower than all Canadians (34 percent strongly supportive and 25 percent somewhat supportive.)

Two in five survey participants (39 percent) oppose the ban. Of those Canadians who oppose the ban, 84 percent take this position because they feel it goes too far rather than because the ban does not go far enough (12 percent). Over ninety percent of people who feel tobacco use is a minor problem (91 percent) and those who feel it is not a problem at all (92 percent) think the ban goes too far.

Support for this ban has increased since the government announcement last June. The following table contains a comparison of the support for the ban based on the Environics Research Group FOCUS CANADA survey conducted in July 1998 and the present survey. In comparison to survey results taken shortly after the announcement, support has grown by 12 percentage points from 47 percent in July 1998 to 59 percent in December 1998. Opposition to the ban has also decreased, from 49 percent to 39 percent.

Support for Ban on Tobacco Sponsorship Cultural and Sporting Events

	July '98	Dec. '98	% Change
Strongly support	32%	34%	2%
Somewhat support	15%	25%	10%
Somewhat oppose	18%	16%	-2%
Strongly oppose	31%	23%	-8%
Don't know	3%	2%	-1%

Q.45

The federal government has passed legislation that bans the promotional activities related to the sponsorship of cultural and sporting events by tobacco companies. A complete ban on promotional activities will be in effect by 2003. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this regulation?

5 Perceived Change in Tobacco Use

There is an overall perception that the use of tobacco products, especially by young Canadians, has increased. As well, there is a belief that tobacco related deaths are increasing. Two-thirds of respondents feel that smoking by people aged 12 to 15 is increasing (65 percent) and that the same is true for smoking by people aged 16 to 19 years of age (62 percent). Four out of ten Canadians (40 percent) also feel cigar smoking is increasing. While one-half of Canadians (50 percent) believe deaths from tobacco related causes are increasing, another one-third (31 percent) believe it is remaining the same.

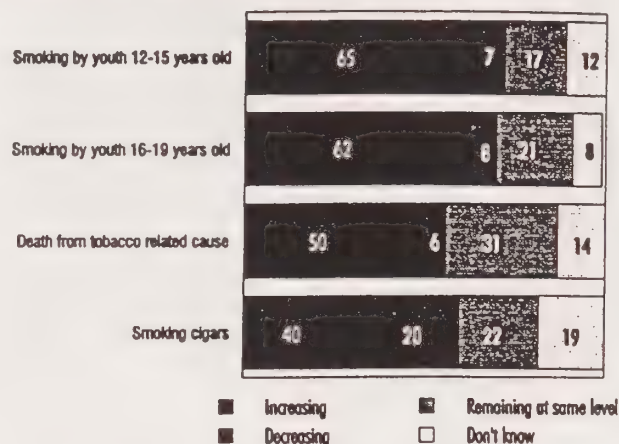
The adjacent chart outlines Canadians' views on the change in use of tobacco products over the last two years.

When the percentage of people who believe tobacco use is increasing is examined in detail it becomes clear that an individual's smoking behavior significantly impacts on their views on this issue. As the chart indicates, two-thirds of Canadians believe smoking by youth is increasing (65 percent for youth between the ages of 12-15 and 62 percent for youth between the ages of 16-19.)

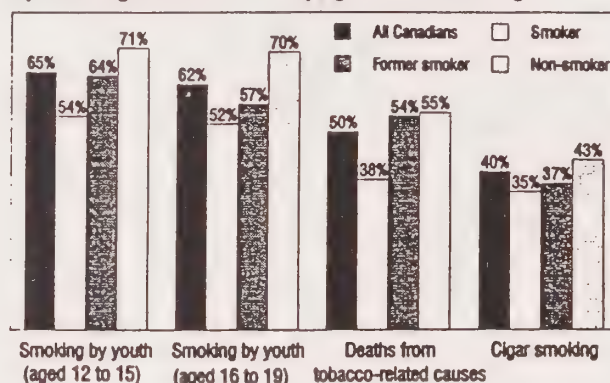
Once again, there are significant differences between the views of non-smokers and smokers. While a majority of smokers agree that youth smoking is increasing (54 percent for youth between the ages of 12-15 and 52 percent for youth between the ages of 16-19) they are significantly less likely than non-smokers (71 percent for youth between the ages of 12-15 and 70 percent for youth between the ages of 16-19) and former smokers (64 percent for youth between the ages of 12-15 and 57 percent for youth between the ages of 16-19) to feel this way.

It is not surprising that a fewer number of smokers (38 percent) believe deaths from tobacco related causes are increasing. Smokers are also more likely to state that the mortality rate is remaining at the same level (41 percent) than Canadians are in general (31 percent). A majority of both former smokers (54 percent) and non-smokers (55 percent) feel that deaths from tobacco related causes are increasing.

Change in Smoking Activity Over the Last 2 Years



Perceived Change in Use of Tobacco Products Over Last Two Years
By Smoking Behaviour - % Saying Use Is Increasing



Q. 9,10,12,15

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...

Canadians aged 18 to 24 years of age have markedly different views than Canadians in other age groups when it comes to the issue of youth smoking and cigar smoking. As the following table indicates, just under three-quarters of Canadians aged 18 to 24 years of age believe that smoking by youth is increasing (74 percent for youth aged 12 to 15 and 71 percent for youth aged 16 to 19) while all other age groups and Canadians as a whole do not see youth smoking as increasing to the same degree.

The majority of Canadians in the 18 to 24 age bracket (56 percent) are also more likely to see cigar smoking as increasing than are other Canadians (40 percent). This belief decreases significantly with age. While over half of Canadians aged 18 to 24 believe cigar smoking is increasing, only 21 percent of those aged 55 years of age or more agree that this behaviour is increasing. As well, more men (45 percent) than women (35 percent) believe cigar smoking is increasing.

Although those between 18 to 24 years of age see tobacco use in these three areas as increasing over the last two years, they do not see a relative increase in the number of deaths from tobacco related products. There is very little fluctuation within all age groups on this topic. In general, one-half of Canadians (50 percent) believe that deaths from tobacco related deaths are increasing and another one-third (31 percent) believe that these deaths are remaining at the same level.

Regionally speaking, Quebecers (71 percent) are most likely to see smoking by youth aged 12 to 15 as increasing. It is interesting to note, however, that they (63 percent) are not as likely to feel that smoking by youth aged 16 to 19 is increasing.

The belief that cigar smoking has increased over the past two years is related to community size. One-half of Canadians (50 percent) who live in communities with over one million inhabitants believe cigar smoking is

Perceived Change in Use of Tobacco Products Over the last Two Years by Age Percentage Saying Use is Increasing

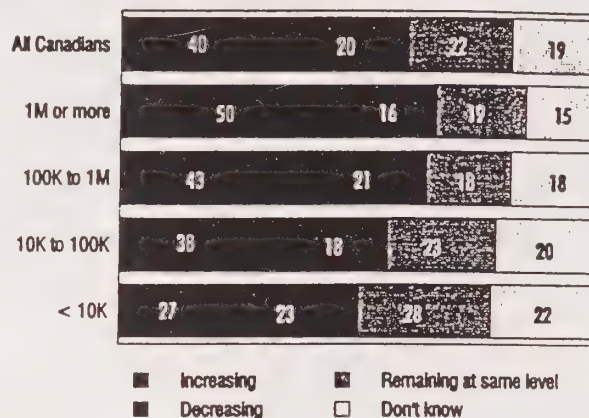
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 or more
Smoking by youth (aged 12-15)	65%	74%	65%	60%	67%	65%
Smoking by youth (aged 16 -19)	62%	71%	61%	58%	61%	65%
Deaths from tobacco-related causes	50%	50%	46%	49%	53%	54%
Cigar smoking	40%	56%	48%	47%	40%	21%

Q. 9, 10, 12, 15

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...

increasing whereas less than three out of ten Canadians (27 percent) living in communities with less than ten thousand people believe cigar smoking is increasing. If you will note from the earlier chart which examined cigar smoking by age, the belief that cigar smoking is increasing is more prevalent among the younger demographic groups examined. This, coupled with the influence of community size, can lead to the interpretation that the perceived increase in cigar smoking over the last two years is a young urban phenomenon.

Perceived Change in Cigar Smoking Over Last Two Years by Community Size



Q.15

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...
smoking cigars

6 Perceived Change in Product Profile

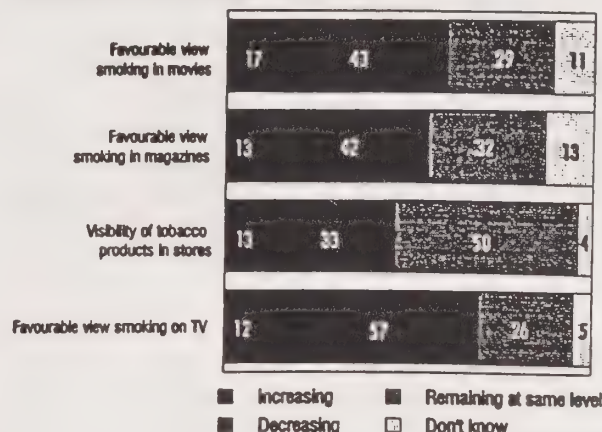
While the perceived use of tobacco products has increased over the last two years, the perceived profile of tobacco products has decreased. Six out of ten Canadians (57 percent) state the favourable portrayal of tobacco smoking on television has decreased during this time period. As well, one in four Canadians believe that the favourable portrayal of tobacco smoking in movies (43 percent) and magazines (42 percent) has decreased over the last two years.

One-half of Canadians (50 percent) believe that the visibility of tobacco products in stores has remained unchanged over the last two years and one-third of respondents (33 percent) feel that the visibility has decreased in stores while 13 percent feel it is increasing.

Once again, people's smoking behaviour has an influence on how they perceive the change in profile of tobacco products over the past two years. While six out of ten Canadians (57 percent) believe the favourable portrayal of tobacco smoking on television is decreasing, only one-half of non-smokers feel this way (47 percent.) The result for non-smokers is a significant contrast to smokers (68 percent) and former smokers (69 percent) who believe the favourable portrayal of tobacco smoking on television is decreasing. This pattern of response based on smoking behaviour is repeated for the issue of the favourable portrayal of tobacco in movies and magazines with consistently fewer non-smokers saying that the profile of tobacco in these media is decreasing.

It is interesting to note that the people in this survey who might be most tempted by the visibility of tobacco products in stores, former smokers (41 percent), are the people most likely to say its visibility had decreased over the last two years.

Perceived Change in Profile of Tobacco Products



Perceived Change in Tobacco Profile Over the Last Two Years % Saying Decreasing

	Total	Smokers	Former smokers	Non-smokers
Favourable portrayal of tobacco smoking on TV	57%	68%	69%	47%
Favourable portrayal of tobacco smoking in movies	43%	52%	49%	35%
Favourable portrayal of tobacco smoking in magazines	42%	49%	48%	35%
Visibility of tobacco products in stores	33%	33%	41%	29%

Q.11, 13, 14, 16

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...

As the adjacent table indicates, those between 18 to 24 years of age feel the most strongly that the visibility of tobacco products is increasing. This view is held most strongly when the issue of the favourable portrayal of tobacco products in movies is examined. Three in ten Canadians between 18 and 24 years of age (27 percent) feel the favourable portrayal of tobacco is increasing in movies while only one in ten people 55 years of age and older (11 percent) believe it is increasing.

In general, Francophones are more likely than Anglophones to believe that the favourable portrayal of tobacco in the public media has decreased over the last two years. The greatest difference between Anglophones (39 percent) and Francophones (52 percent) can be seen in their belief that the favourable portrayal of tobacco smoking in magazines is decreasing.

Perceived Change in Tobacco Profile Over the Last Two Years

By Language of Interview – % Saying Increasing

	Total	English	French
Favourable portrayal of tobacco smoking on TV	57%	55%	65%
Favourable portrayal of tobacco smoking in movies	43%	43%	41%
Favourable portrayal of tobacco smoking in magazines	42%	39%	52%
Visibility of tobacco products in stores	33%	31%	40%

Q.11, 13, 14, 16

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...

Perceived Change in Tobacco Profile Over the Last Two Years

By Age – % Saying Increasing

	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and more
Favourable portrayal of tobacco smoking on TV	12%	21%	12%	10%	9%	9%
Favourable portrayal of tobacco smoking in movies	17%	27%	20%	14%	21%	11%
Favourable portrayal of tobacco smoking in magazines	13%	19%	17%	13%	11%	9%
Visibility of tobacco products in stores	14%	24%	15%	12%	11%	9%

Q.11, 13, 14, 16

Please tell if you think that each of the following activities has increased, decreased or remained at the same level ...

7 Anti-Tobacco Strategies

Canadians were asked a series of questions concerning the anti-tobacco strategies that are or could be employed by the federal government. Specifically these questions examined the effectiveness and recall of advertising campaigns, the priorities for action and the perceived effectiveness of a number of initiatives.

7.1 Advertising Campaigns

Generally speaking, a majority of Canadians (52 percent) state that the anti-smoking campaigns conducted by the federal government are either very effective (7 percent) or somewhat effective (45 percent). Another one-third of Canadians (32 percent) see the campaigns as not very effective, with 13 percent saying that these campaigns are not at all effective. Only two percent of Canadians respond "don't know" to this question.

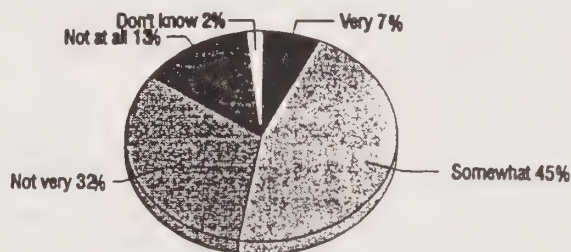
Survey responses to this question show relatively little fluctuation within key demographic areas. However, smokers (19 percent), people with less than a high school education (21 percent) and those whose annual household income is less than \$20,000 per year (19 percent) are the groups of people the most likely to state that the anti-smoking campaign is not at all effective.

Looking at advertising campaigns on the tobacco issue, two out of five Canadians (41 percent) are able to recall recent anti-tobacco advertisements. Smokers (46 percent) are able to recall advertisements more readily than non-smokers (38 percent) and former smokers (43 percent).

The groups of people who are more likely than the average Canadian (58 percent) to not be able to recall any recent anti-tobacco advertisements include people 55 years of age and older (69 percent), residents of Ontario (67 percent) and people with less than a high school education (68 percent).

Of the two out of five people (41 percent) who could recall an advertisement, the overwhelming majority (82 percent) recall seeing an anti-tobacco

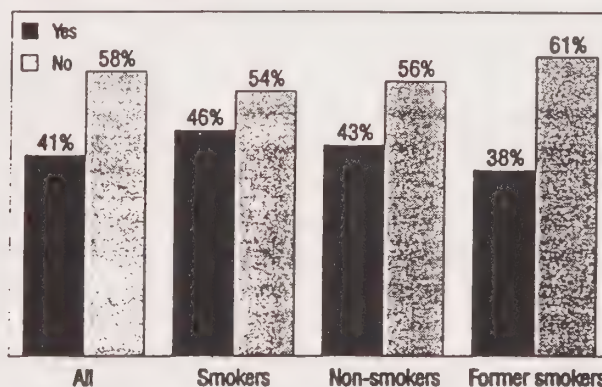
Effectiveness of Federal Government Anti-smoking Campaigns



Q.18

In general, would you say that the anti-smoking campaigns conducted by the federal government have been very effective, somewhat effective, not very effective or not at all effective at reducing smoking in Canada?

Ability to Recall Recent Anti-tobacco Advertisement



Q.19

Do you recall any RECENT anti-tobacco advertisements?

advertisement on television. To a much lesser extent, these individuals also recall advertisements in magazines (7 percent), on the radio (6 percent), in newspapers (6 percent), and on outdoor billboards (5 percent). The following table outlines the different media through which people recall seeing advertisements.

It is interesting to note that British Columbians are more likely to recall advertisements from newspapers (10 percent) and outdoor billboards (13 percent) than the national average. They are also less likely to recall advertisements on television (70 percent).

Canadians 18 to 24 years of age are slightly less likely than the average Canadian to recall an advertisement on television (77 percent versus 82 percent) and are slightly more likely than the average Canadian to recall an advertisement on an outdoor billboard (8 percent versus 5 percent), in the visual media (8 percent versus 3 percent) or in schools (6 percent versus 2 percent).

As well, Canadians whose annual household income is over \$80,000 are slightly less likely than the average Canadian to recall an advertisement on television (77 percent versus 82 percent) and are slightly more likely than the average Canadian to recall an advertisement in a magazine (11 percent versus 7 percent) or in a newspaper (8 percent versus 6 percent).

With regard to the specific recall of television advertisements, no particular advertisement stands out. Advertisements sponsored by the Federal Government are the best known of the anti-tobacco advertisements. The adjacent table outlines the advertisements that survey respondents are able to recall.

In terms of smoking behaviour and advertisement recall, non-smokers' ability to recall advertisements is almost an exact reflection of the overall ability of Canadians to recall advertisements. Former smokers (16 percent) mention commercials dealing with tobacco cessation products more than smokers and non-smokers (10 percent each). In general, smokers have a slightly lower recall percentage on each category except the Cocktail ad (11 percent versus 7 percent for all Canadians).

Canadians 18 to 24 years of age (23 percent), people whose annual household income is more than \$80,000 (23 percent) and Atlantic Canadians (22 percent) are significantly more likely than the average Canadian (14 percent) to give a general description of advertisements.

Advertising Source (N = 645)

Television	82%
Magazine	7%
Radio	6%
Newspaper	6%
Outdoor billboard	5%
On cigarette packaging	4%
Visual media (subway, buses, brochures, fliers)	3%
Doctor's offices/hospitals/pharmacy	2%
Schools	2%
Stores/malls	2%
Movie Theatre	1%
Other	1%
Don't know/refused	*

Q.20

Where did you see or hear these advertisements?

Specific Recall of Television Advertisements

General description of ads	14%
Contest	11%
Commercial tobacco cessation products/ Nicorette/Zyban	11%
Cocktail	7%
Baby in crib surrounded by smoke	2%
Break free	4%
Other	67%
Don't know/refused	17%

Q.21

What advertisements do you recall? In a few words, describe the advertisement or any memorable phrases.

Quebecers have a much higher advertisement recall rate than the average Canadian on commercials dealing with tobacco cessation products (24 versus 11 percent), Cocktail (19 versus 7 percent) and "Break Free" (11 versus 4 percent).

Residents of British Columbia (12 percent) have a much higher recall of the advertisement that shows the physical effect of smoking on teens than all other Canadians (3 percent). They also have a much lower recall of advertisements dealing with smoking cessation products (4 percent) and the "Contest" commercials (4 percent) than other Canadians (11 percent for both).

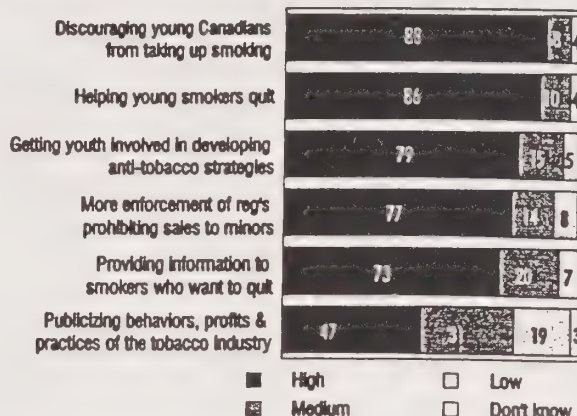
People living on the Prairies recall the "Contest" advertisement (17 percent) more than other Canadians (11 percent).

7.2 Priorities for the Federal Government's Anti-tobacco Strategy

Canadians place a high priority on anti-tobacco strategies that focus on youth. Significant numbers of Canadians think the federal government should focus on strategies that discourage young people from taking up smoking (88 percent), help young smokers to quit (86 percent), getting young people involved in developing anti-smoking strategies (79 percent), and focus on more enforcement of regulations prohibiting the sale of tobacco products to minors (73 percent). Three-quarters of Canadians (73 percent) also place a high priority on providing information to smokers who may want to quit smoking.

When asked what level of priority should be assigned to publicizing the behaviour, profits and practices of the tobacco industry, a plurality of Canadians (47 percent) state it is a high priority. Relative to the other priorities discussed, this issue is not seen as as high a priority as the others. However, over one-half of former smokers (53 percent), non-smokers (50 percent), opinion leaders (56 percent), people 45 years of age and older (51 percent), those whose annual household

Priority the Fed Gov't Should Give to Approaches to Help Canadians Reduce Tobacco Use



Q.22-27

With regard to the development of a federal government strategy to help Canadians reduce tobacco use, please tell me if the following should be a high priority, a medium priority or a low priority. How about...?

income is \$80,000 or more (55 percent), and people who live in communities of 100,000 people or less (50 percent), all feel that this strategy should be a high priority for the federal government as it tries to reduce tobacco usage in Canada.

As the following chart indicates, on all strategies except publicizing the behaviours, profits and practices of tobacco companies, support for these strategies as a high priority for the government is relatively stable across all age groups. On this issue, older Canadians appear to be more willing to take an more aggressive approach than younger Canadians.

One notable, yet minor, difference can be seen in the higher ratings given by people 45 years of age and older on issues relating to youth smoking. Their responses are slightly more favourable than are other age groups and Canadians in general. This difference may be explained by the fact that this age group is more than likely to be the parents and grandparents of the federal government's target group for youth anti-smoking strategies.

Women are much more likely than men to state that all of the strategies identified are a high priority. The gap between men and women is significant on three of the strategies. Three-quarters of women (77 percent) versus two-thirds of men (69 percent) believe it is a high priority to provide information to smokers who may want to quit. Similarly, more women (84 percent) than men (77 percent) see getting young people involved in developing anti-smoking strategies as a high priority. Finally, men (74 percent) are less likely than women (81 percent) to say that the government should place a high priority on more enforcement of regulations prohibiting the sale of tobacco products to minors.

Regionally speaking, all areas viewed discouraging young Canadians from taking up smoking as the highest priority for a federal government strategy to reduce tobacco use. The only exception to this is in Atlantic Canada where nine out of ten people (91 percent) give the highest priority to helping young smokers to quit.

Priority of Federal Government Strategy to Reduce Tobacco Use By Gender - % Saying High Priority

	Total	Male	Female	% Gap (female - male)
Discouraging young Canadians from taking up smoking	88%	87%	89%	2%
Helping young smokers to quit	86%	84%	89%	5%
Getting young people involved in developing anti-smoking strategies	79%	75%	84%	9%
More enforcement of regulations prohibiting sales to minor	77%	74%	81%	7%
Providing information to smokers who may want to quit	73%	69%	77%	8%
Publicizing behaviours, profits and practices of tobacco companies	47%	46%	48%	2%

Q.22-27

With regard to the development of a federal government strategy to help Canadians reduce tobacco use, please tell me if the following should be a high priority, a medium priority or a low priority. How about...?

Priority of Federal Government Strategy to Reduce Tobacco Use By Age - % Saying High Priority

	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and more
Discouraging young Canadians from taking up smoking	88%	85%	87%	89%	90%	88%
Helping young smokers to quit	86%	86%	85%	85%	88%	88%
Getting young people involved in developing anti-smoking strategies	79%	72%	77%	77%	81%	85%
More enforcement of regulations prohibiting sales to minor	77%	72%	77%	76%	80%	80%
Providing information to smokers who may want to quit	73%	76%	40%	71%	74%	75%
Publicizing behaviours, profits and practices of tobacco companies	47%	40%	45%	56%	51%	52%

Q.22-27

With regard to the development of a federal government strategy to help Canadians reduce tobacco use, please tell me if the following should be a high priority, a medium priority or a low priority. How about...?

7.3 Perceived Effectiveness of Elements of an Anti-Smoking Strategy

A significant majority of Canadians believe having smoking cessation aids covered by health plans (79 percent overall and 40 percent saying very effective) and providing tax breaks for smoking cessation aids (71 percent overall and 33 percent saying very effective) would be very effective elements in a anti-smoking strategy.

Approximately the same percentage of smokers (80 percent) as those who have tried to quit smoking (78 percent – see section 3) identify providing tax breaks for smoking cessation aids as a very effective (46 percent) or somewhat effective (34 percent) part of an anti-smoking strategy. Any additional support to enable a smoker to manage the physical and psychological addiction to tobacco is viewed as very effective. This is also a positive measure to discourage smoking and has the additional benefit of not victimizing smokers.

On the topic of promoting anti-smoking behaviours, Canadians believe in the tried and true. Eight out of ten respondents (84 percent) believe identifying successful local anti-smoking programs and promoting them nationally would be either a very effective (39 percent) or a somewhat effective (45 percent) anti-smoking strategy. As well, four in five Canadians (81 percent) also believe anti-smoking advertisements targeted at young people would be effective (38 percent very effective and 43 percent somewhat effective.)

While a majority of Canadians (62 percent) believe television ads targeted against the corporate activities of cigarette companies would be an effective anti-smoking strategy (24 percent very effective and 38 percent somewhat effective), other approaches, such as focusing on youth, are seen as much more effective.

Information is power. Over two-thirds of Canadians (68 percent) believe posting comprehensive information on the dangers of tobacco use on the Internet would be an effective anti-smoking strategy (31 percent very effective and 37 percent somewhat effective).

Effectiveness of Elements of an Anti-Smoking Strategy

	Very effective	Somewhat effective	Not very effective	Not at all effective	Don't know
Smoking cessation aids covered by health plans	40%	39%	12%	7%	2%
Identify successful local anti-smoking programs & promote nationally	39%	45%	10%	4%	2%
Anti-smoking TV ads targeted for youth	38%	43%	12%	6%	1%
Tax breaks for smoking cessation aids	33%	41%	16%	8%	2%
Comprehensive information on dangers of tobacco on Internet	31%	37%	18%	9%	4%
Listing toxic ingredients on exterior of package	29%	31%	23%	16%	1%
Increase taxes on tobacco products	29%	26%	24%	20%	1%
TV ads targeted against corp. activities of tobacco companies	24%	38%	24%	12%	2%
Regulating the format of displays in stores	23%	38%	23%	15%	1%
Suing tobacco companies	20%	25%	27%	25%	3%
Increasing the size of warnings on cigarette packages	15%	27%	32%	26%	-
Additional warning on inside slide of cigarette packages	12%	27%	31%	28%	1%

Q.28-39

Please tell me if each of the following items would be a very effective, somewhat effective, not very effective, or not at all effective element of an anti-smoking strategy. How about...?

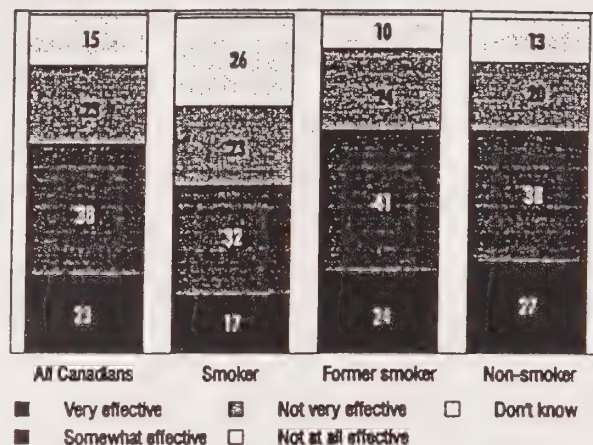
Three in five Canadians (60 percent) believe that listing the toxic ingredients found in cigarettes on the exterior of cigarette packages would be an effective anti-smoking strategy. While increasing the size of warnings on cigarette packages (42 percent) and putting additional warnings on the slide of cigarette packages (39 percent) are seen as an effective anti-smoking approach by a significant plurality of Canadians, these approaches are not seen as being as effective as other potential approaches. It should be noted that smokers are the most likely to say these measures are "not at all" effective. As recent focus group work indicates, smokers may be reactive to the irritant factor rather than the true effectiveness of these warnings.

It should be noted that Canadians strongly support the regulatory role of the federal government with regard to tobacco. Although these regulatory activities do not score highly on this list of initiatives, they are seen to be a proper part of a multi-faceted approach to tobacco control.

A majority of Canadians (61 percent) believe that regulating the format of cigarette displays in stores would be either a very effective (23 percent) or somewhat effective (38 percent) part of an anti-smoking strategy. While one-half of smokers (49 percent) agree that this would be effective, they do not believe it would be as effective as other Canadians.

More Canadians (52 percent) think suing tobacco companies would not be an effective anti-smoking strategy than those who do think it would be effective (45 percent), however, a majority of opinion leaders (51 percent) do think it would be an effective strategy.

Effectiveness of Regulating the Format of Displays in Stores



Q.34

Please tell me if each of the following items would be a very effective, somewhat effective, not very effective, or not at all effective element of an anti-smoking strategy. How about... regulating the format of displays in stores?

Canadians between the ages of 18 to 24 years of age (56 percent) hold the strongest view that suing tobacco companies would be an effective anti-smoking strategy and they are closely followed by a plurality of university graduates (49 percent) who also think it would be an effective strategy.

It is also interesting to note the differing opinions among the three smoking behaviours. While a majority of non-smokers (52 percent) believe suing tobacco companies would be an effective strategy, only one-third of smokers (31 percent) think it would be effective. Former smokers sit in the middle with 42 percent thinking it would be an effective strategy.

8 Light and Mild Cigarettes

Survey respondents were presented with two divergent statements on light and mild cigarettes and were asked to say which view is closer to their opinion. The two statements are:

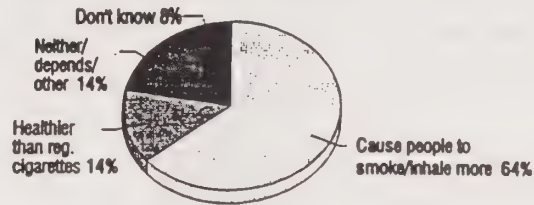
Some people say that light or mild cigarettes reduce the risk of disease and are therefore healthier than regular cigarettes; and, Others say that those who smoke light and mild cigarettes will inhale more deeply or smoke more than they would with regular cigarettes.

Two-thirds of respondents (64 percent) select the statement that those who smoke light or mild cigarettes will inhale more deeply or smoke more than they would regular cigarettes as being closer to their opinion. One in seven Canadians (14 percent) select the statement that light or mild cigarettes reduce the risk of disease and are therefore healthier than regular cigarettes. Another one in seven respondents (14 percent) say that neither statement reflected their opinion or they say that their answer depends on additional information.

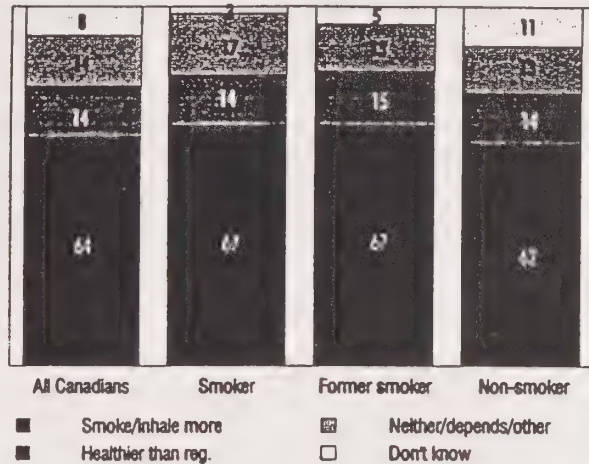
Smokers (17 percent) are more likely than non-smokers and former smokers (13 percent each) to want to debate their response to this question.

There is a significant difference of opinion between people 18 to 24 years of age and those 55 years of age and older. Over seven in ten young adults believe these cigarettes cause people to smoke or inhale more deeply while six in ten people over the age of 55 feel this way.

Light and Mild Cigarettes



Views on Light and Mild Cigarettes



Q.40

Some people say that light or mild cigarettes reduce the risk of disease and are therefore healthier than regular cigarettes. Others say that those who smoke light or mild cigarettes will inhale more deeply or smoke more than they would with regular cigarettes. Which view is closer to your own?

Participants in the survey were told that the federal government has committed \$100 million over five years on initiatives to reduce tobacco use and asked to assess the appropriateness of this amount. One-half of respondents (49 percent) say that this amount is "about right." Of the remaining responses, Canadians are evenly split between those who say it is too much (23 percent) and those who say it is not enough (20 percent).

Those most likely to agree with the appropriateness of this amount are Francophones (57 percent) and Quebecers (56 percent).

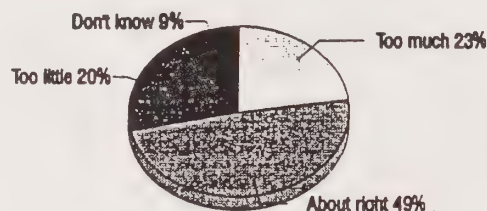
Based on smoking behaviour, smokers (31 percent) are the group the most likely to say that this amount is too much while former smokers' (21 percent) and non-smokers' (19 percent) views are more in keeping with the national average of 23 percent.

As education and income increase, the number of people who feel this amount is too much decreases. Thirty-one percent of people in the lowest education group feel this amount is too much while only 15 percent of university graduates feel this way. Three in ten people in the lowest income group (29 percent) feel it is too much money to spend on reducing tobacco use over a five year period. This opposition steadily declines as annual household income increases (14 percent for those in the most affluent income group).

The majority of people who think tobacco use in Canada is a major problem (51 percent) believe that the amount that the government is dedicating to this issue is about right. Another one-quarter of these people (23 percent) think that \$100 million dollars over 5 years is too little an amount to deal with their perception that tobacco use in Canada is a major problem. (Note: 72 percent of Canadians believe that tobacco use in Canada is a major problem.) Only one in six people in this group (16 percent) feel that this amount is too much.

Survey participants were then told that, of the \$100 million, one-half of this amount would be targeted at

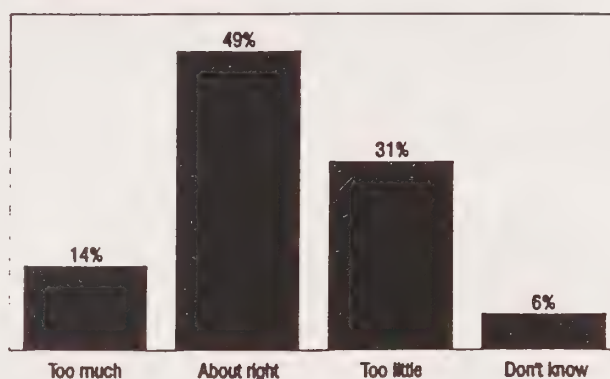
Fed Gov't Committed \$100 million Over 5 Years to Reduce Tobacco Use



Q.42

The federal government has committed \$100 million over five years on initiatives to reduce tobacco use. Would you say that this amount is too much, about right, or too little?

Half of \$100 Million to Reduce Smoking - Esp. with Youth



Q.43

Of this total amount, \$50 million will be targeted to reduce levels of smoking, especially among young people. Would you say that this amount is too much, about right, or too little?

reducing the levels of smoking, especially among young people. While one-half of Canadians (49 percent) continue to state that this amount of money was about the right amount to spend on this issue, the number of Canadians who state that this is too little increased to one-third (31 percent).

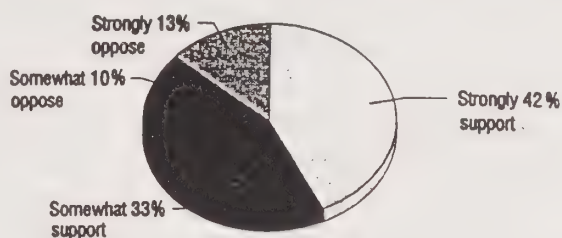
Smokers (19 percent), people with less than a high school education (24 percent) and Atlantic Canadians (24 percent) are in the group the most likely to say that \$50 million targeted at reducing smoking, especially among young people, is too much.

Over one-half of the people (54 percent) whose annual household income is less than \$20,000 are more apt than other Canadians (49 percent) to say that \$50 million is about right, while those in the most affluent income group (45 percent) and university graduates (39 percent) are significantly more likely than other Canadians (31 percent) to state that this amount is too little.

Survey participants were asked to state their level of support for a proposed 50 cent increase in the cost of a carton of cigarettes where the money would be used to set up an independent foundation, controlled by non-profit organizations, which would address the issue of youth smoking. Four out of ten Canadians (42 percent) strongly support this proposal while another one-third (33 percent) somewhat support it.

Initial support for this proposal is high. However, informed support would need to be tested on the details of the proposal.³

Support for 50 Cent Increase Cost of Carton of Cigarettes Money Going to Independent Foundation to Address Youth Smoking



Q.44

It has been proposed that the price of a carton of cigarettes could be raised by 50 cents, and that this extra money would be used to set up an independent foundation, controlled by non-profit organizations, which would address the issue of youth smoking. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this proposal?

Support for this proposal is stable across all demographic segmentations including region, language, gender, age, education and income. Smokers are significantly more likely than all Canadians to strongly oppose (24 percent versus 13 percent) rather than strongly support (29 percent versus 42 percent) this approach.

³ For example, how would the project be administered - would the funds go to a well-established and respected non-profit anti-tobacco organizations such as the Canadian Cancer Society or would it go to a newly created organization.

10 Credibility of Groups and Organizations

Survey participants were asked to rate the credibility of a number of groups and organizations that comment on issues related to tobacco use. These results show that the groups that advance broadly-based health concerns enjoy a higher level of credibility than those narrowly focused on the tobacco issue. The Canadian Cancer Society is seen as very credible by four out of five Canadians (79 percent). Three-quarters of Canadians see both the Heart and Stroke Foundation (77 percent) and the Canadian Lung Association (73 percent) as very credible. As the following chart shows, these three groups have a substantially higher credibility rating than all other groups and organizations tested.

A majority of Canadians believe that both health care professionals (56 percent) and Health Canada (52 percent) are very credible when these people and/

or organizations comment on issues related to tobacco use. A plurality of respondents feel that youth organizations (45 percent) provide very credible comments on this topic.

Over two-thirds of Canadians see both community organizations⁴ (73 percent overall and 29 percent saying very credible) and Non-Smokers' Rights (65 percent overall and 24 percent saying very credible) groups as being credible when they speak on issues relating to tobacco use.

Women (62 percent overall) are much more likely than men (52 percent) to believe that the media is credible when it comments on issues related to tobacco use.

Tobacco companies are seen as the least credible group tested. Sixty-five percent of respondents state

Groups & Organizations that Comment on Tobacco Issues

	Very credible	Somewhat credible	Not very credible	Not at all credible	Don't know
Canadian Cancer Society	79%	16%	3%	1%	1%
Heart & Stroke Foundation	77%	19%	2%	1%	1%
Canadian Lung Foundation	73%	21%	2%	1%	3%
Health Care Professionals	56%	34%	6%	2%	2%
Health Canada	52%	38%	5%	3%	2%
Youth Organizations	45%	40%	6%	3%	6%
Community Organizations	29%	44%	9%	4%	13%
Non-Smokers' Rights Associations	24%	41%	15%	9%	11%
Media	14%	54%	20%	10%	3%
Provincial Gov't Officials	13%	51%	21%	11%	4%
Tobacco Companies	6%	26%	34%	31%	2%

Q.47-57

There are a number of groups and organizations that comment about issues related to tobacco use. In your opinion, are each of the following groups and organizations very credible, somewhat credible, not very credible, or not at all credible. How about...?

⁴ NFLD - Nfld Council on Smoking and Health; PEI - Council for a Smoke-Free PEI; NS - Smoke-Free Nova Scotia; NB - NB Council on Smoking and Health; Quebec - Conseil québécois sur le tabac et la santé; ON - Council for a Tobacco Free Ontario; MB - Council for a Smoke-Free Manitoba; SK - Saskatchewan Interagency Council on Smoking and Health; BC - BC Council on Smoking and Health, and Airspace Non-Smoker's Rights Society; and NWT and Yukon - No community coalition.

that tobacco companies are either not very credible (34 percent) or not at all credible (31 percent) when they comment on issues related to tobacco. Over one-third of smokers (35 percent) state that they believe tobacco companies are somewhat credible. However, even smokers see tobacco companies as the least credible of all the groups tested.

When regional and language responses are examined, Francophones and residents of Quebec consistently view each of the groups tested as being more credible than Anglophones and people in the rest of Canada. This view is most noticeable when their views on Health Canada, community organizations, the Non-Smokers'

Rights Association and provincial government officials are taken into consideration. Please note the bold figures in the following table indicate responses that are at least eight percentage points higher than the national average.

Residents of British Columbia consistently view all of the organizations and groups tested as being less credible than other parts of the nation. This view is most noticeable when British Columbians' views on community organizations (18 percent, 11 percent lower than the national average) and the Non-Smokers' Rights Association (15 percent, 9 percent lower than the national average) are taken into consideration.

Credibility of Groups and Organizations by Region & Language

% Very Credible

	All	Atlantic Canada	Quebec	Ontario	Prairies	B.C.	English	French
Canadian Cancer Society	79%	77%	81%	78%	76%	78%	78%	81%
Heart & Stroke Foundation	77%	73%	81%	77%	73%	76%	75%	82%
Canadian Lung Foundation	73%	73%	82%	71%	67%	71%	71%	82%
Health care professionals	56%	53%	64%	55%	47%	53%	53%	64%
Health Canada	52%	54%	62%	48%	50%	46%	49%	62%
Youth Organizations	45%	47%	53%	44%	37%	40%	42%	54%
Community Organizations	29%	26%	44%	26%	24%	18%	24%	47%
Non-Smokers' Rights Associations	24%	23%	35%	22%	21%	15%	21%	37%
Media	14%	11%	19%	13%	10%	11%	12%	20%
Provincial Government Officials	13%	6%	24%	12%	7%	6%	9%	25%
Tobacco Companies	6%	4%	10%	7%	3%	4%	5%	11%

Q.47-57

There are a number of groups and organizations that comment about issues related to tobacco use. In your opinion, are each of the following groups and organizations very credible, somewhat credible, not very credible, or not at all credible. How about...?

As the following table indicates, smokers are much more likely than non-smokers to give lower credibility ratings to groups and organizations that comment on issues related to tobacco use with tobacco companies being the only exception.

As well, it is important to note that, while the credibility ratings for these organizations and groups change across behavioural groups, the ordinal ranking remains consistent.

Credibility of Groups and Organizations by Smoking Behaviour % Very Credible

	All Canadians	Smokers	Former smokers	Non-smokers
Canadian Cancer Society	79%	71%	81%	82%
Heart & Stroke Foundation	77%	70%	78%	80%
Canadian Lung Foundation	73%	66%	74%	76%
Health care professionals	56%	49%	56%	59%
Health Canada	52%	43%	53%	57%
Youth Organizations	45%	40%	46%	47%
Community Organizations	29%	24%	33%	31%
Non-Smokers' Rights Associations	24%	19%	22%	28%
Media	14%	12%	18%	13%
Provincial Government Officials	13%	10%	15%	14%
Tobacco Companies	6%	9%	5%	6%

Q.47-57

There are a number of groups and organizations that comment about issues related to tobacco use. In your opinion, are each of the following groups and organizations very credible, somewhat credible, not very credible, or not at all credible. How about...?

Appendix A - Topline Results

Canadian Attitudes toward Tobacco Regulation

Questionnaire (Field Version)

Field Dates: December 14 - 22, 1998

N= 1524

Good afternoon/evening. My name is

() of the Environics Research Group

Ltd – a national public opinion research firm. We are conducting a survey on behalf of the Government of Canada. Please let me assure you that we are not trying to sell you anything and that all your responses will be kept strictly confidential.

Could I speak to the person in your household over the age of 18 that has had the most recent birthday? Would you be that person?

Yes (CONTINUE)

No (ARRANGE TO SPEAK TO THAT PERSON OR ARRANGE A TIME WHEN THAT PERSON WOULD BE AT HOME.)

This is strictly a survey of Canadians across the country. Do you have about 20 minutes to respond to some interesting and important questions?

Yes (CONTINUE)

No (SCHEDULE A CALL BACK OR, IF HARD REFUSAL, THANK AND TERMINATE)

Would you like to complete this survey in English or French?

English (CONTINUE)

French (CONTINUE)

Do you or does anyone in your household work for any of the following organizations: an advertising or market research firm, tobacco company, Health Canada, a provincial health ministry, the media, or an elected official?

Yes (THANK AND TERMINATE)

No (CONTINUE)

1. With regard to the use of tobacco products, would you describe yourself as a smoker, a former smoker, or a non-smoker?

01 - Smoker	28%
02 - Former smoker	
(GO TO Q2, THEN SKIP TO Q5)	21%
03 - Non-smoker (GO TO Q5)	51%
04 - Don't know/refused	-

2. (IF "SMOKER/FORMER SMOKER" ASK)
Why did you initially decide to start smoking?
(PROBE) Are there any other reasons?

01 - Peer pressure	36%
02 - The thing to do (cool)	24%
03 - I was young	15%
04 - Tried it and kept on (liked it)	6%
05 - Wanted to try/curiosity	5%
06 - I was foolish/stupid	4%
07 - Social smoker/parties or drinks	3%
08 - Family member smoked	3%
09 - Just did it	2%
10 - To seem more grown up	2%
11 - To relax/to ease stress	1%
12 - Can't remember	3%
13 - No reason	3%
14 - Other	9%
15 - Don't know/refused	16%

3. (IF "SMOKER" ASK)
Approximately how many cigarettes did you smoke yesterday?

	N = 432
01 - None	1%
02 - 1 to 10	32%
03 - 11 to 20	38%
04 - 21 plus	27%
05 - Don't know/refused	*

4. (IF "SMOKER" ASK)
Have you ever tried to quit smoking?

N = 432

01 - Yes 78%
02 - No 22%
03 - Don't know/refused -

5. In general, do you think that tobacco use is a major problem, a minor problem, or not a problem at all in Canada?

01 - Major problem 72%
02 - Minor problem 21%
03 - Not a problem at all 5%
04 - Don't know/refused 2%

6. Would you say that you are very aware, somewhat aware, not very aware or not at all aware that the federal government regulates the sale, content and promotion of tobacco products?

01 - Very aware 52%
02 - Somewhat aware 32%
03 - Not very aware 9%
04 - Not at all aware 6%
05 - Don't know/refused 1%

7. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose federal regulations on the sale, content, and promotion of tobacco products?

01 - Strongly support 40%
02 - Somewhat support 26%
03 - Somewhat oppose 14%
04 - Strongly oppose 16%
05 - Don't know/refused 4%

8. (IF "OPPOSE" IN Q.7, ASK)

Do you oppose these regulations because they go too far, or because they don't go far enough?

N = 456

01 - They go too far 47%
02 - Don't go far enough 40%
03 - Other 8%
04 - Don't know/refused 5%

Please tell if you think that each of the following activities has increased, decreased or remained at the same level over the past two years. How about...?

9. Smoking by youth between 12 and 15 years of age

01 - Increasing 65%
02 - Decreasing 7%
03 - Remaining at the same level 17%
04 - Don't know/refused 12%

10. Smoking by youth between 16 and 19 years of age

01 - Increasing 62%
02 - Decreasing 8%
03 - Remaining at the same level 21%
04 - Don't know/refused 8%

11. The favourable portrayal of tobacco smoking on TV

01 - Increasing 12%
02 - Decreasing 57%
03 - Remaining at the same level 26%
04 - Don't know/refused 5%

12. Deaths from tobacco related causes

01 - Increasing 50%
02 - Decreasing 6%
03 - Remaining at the same level 31%
04 - Don't know/refused 14%

13. The favourable portrayal of tobacco smoking in movies		18. In general, would you say that the anti-smoking campaigns conducted by the federal government have been very effective, somewhat effective, not very effective or not at all effective at reducing smoking in Canada?	
01 - Increasing	17%	01 - Very effective	7%
02 - Decreasing	43%	02 - Somewhat effective	45%
03 - Remaining at the same level	29%	03 - Not very effective	32%
04 - Don't know/refused	11%	04 - Not at all effective	13%
		05 - Don't know/refused	2%
14. The favourable portrayal of tobacco smoking in magazines		19. Do you recall any RECENT anti-tobacco advertisements?	
01 - Increasing	13%	01 - Yes	41%
02 - Decreasing	42%	02 - No	58%
03 - Remaining at the same level	32%	03 - Don't know/refused	*
04 - Don't know/refused	13%		
15. Smoking cigars		20. (IF "YES" ASK)	
01 - Increasing	40%	Where did you see or hear these advertisements?	
02 - Decreasing	20%	[DO NOT READ/PRE-CODE OPEN END - SELECT ALL THAT APPLY]	
03 - Remaining at the same level	22%		
04 - Don't know/refused	19%		
16. Visibility of tobacco products in stores			N = 645
01 - Increasing	13%	01 - Radio	6%
02 - Decreasing	33%	02 - Television	82%
03 - Remaining at the same level	50%	03 - Movie Theatre	1%
04 - Don't know/refused	4%	04 - Newspaper	6%
		05 - Outdoor Billboard	5%
17. Some people say that the health care costs resulting from tobacco far outweigh the revenue it generates through tobacco taxes. Others say that smokers contribute more to health care than they use, through tobacco taxes and their early mortality. Which view is closer to your own?		06 - Magazine	7%
01 - Health care costs outweigh tax revenues	59%	07 - On cigarette packaging	4%
02 - Tobacco smokers contribute more to health care than they use	29%	08 - Visual media (subway, buses, brochures, fliers)	3%
03 - Don't know/refused	12%	09 - Doctor's offices/hospitals/pharmacy	2%
		10 - Schools	2%
		11 - Stores/malls	2%
		12 - Movie Theatre	1%
		13 - Other	1%
		14 - Don't know/refused	*

21. (IF "YES" to Q 19 ASK)

What advertisements do you recall? (PROBE) In a few words, describe the advertisement or any memorable phrases. [OPEN-END PRE-CODE - SELECT ALL THAT APPLY]

N = 645

- | | |
|---|-----|
| 01 - Contest/We had a contest. They won by telling us what they had lost (teenage girl losing mother - talking about things her mother will never see; young man has lung cancer, young man losing brother) | 11% |
| 02 - Cocktail/Man in bar squeezing cigarettes and then drinking liquid | 7% |
| 03 - Baby in crib surrounded by smoke | 2% |
| 04 - Break Free | 4% |
| 05 - Commercial Tobacco Cessation products/ Nicorette/Zyban | 11% |
| 06 - Other (Specify _____) | 67% |
| 07 - Don't know/refused | 17% |

With regard to the development of a federal government strategy to help Canadians reduce tobacco use, please tell me if the following should be a high priority, a medium priority or a low priority. How about...? [RANDOMIZE]

22. Discouraging young Canadians from taking up smoking

- | | |
|-------------------------|-----|
| 01 - High priority | 88% |
| 02 - Medium priority | 8% |
| 03 - Low priority | 4% |
| 04 - Don't know/refused | * |

23. Providing information to smokers who may want to quit

- | | |
|-------------------------|-----|
| 01 - High priority | 73% |
| 02 - Medium priority | 20% |
| 03 - Low priority | 7% |
| 04 - Don't know/refused | * |

24. Getting young people involved in developing anti-smoking strategies

- | | |
|-------------------------|-----|
| 01 - High priority | 79% |
| 02 - Medium priority | 15% |
| 03 - Low priority | 5% |
| 04 - Don't know/refused | 1% |

25. More enforcement of regulations prohibiting the sales of tobacco to minors

- | | |
|-------------------------|-----|
| 01 - High priority | 77% |
| 02 - Medium priority | 14% |
| 03 - Low priority | 8% |
| 04 - Don't know/refused | * |

26. Helping young smokers to quit

- | | |
|-------------------------|-----|
| 01 - High priority | 86% |
| 02 - Medium priority | 10% |
| 03 - Low priority | 4% |
| 04 - Don't know/refused | * |

27. Publicizing the behaviours, profit and practices of the tobacco industry

- | | |
|-------------------------|-----|
| 01 - High priority | 47% |
| 02 - Medium priority | 31% |
| 03 - Low priority | 19% |
| 04 - Don't know/refused | 3% |

Please tell me if each of the following items would be a very effective, somewhat effective, not very effective, or not at all effective element of an anti-smoking strategy. How about...? [RANDOMIZE]

28. Providing tax breaks for smoking cessation aids. (Nicorette, the patch, Zyban)

- | | |
|---------------------------|-----|
| 01 - Very effective | 33% |
| 02 - Somewhat effective | 41% |
| 03 - Not very effective | 16% |
| 04 - Not at all effective | 8% |
| 05 - Don't know/refused | 2% |

29. Having smoking cessation aids covered by health care plans (Nicorette, the patch, Zyban)

01 - Very effective	40%
02 - Somewhat effective	39%
03 - Not very effective	12%
04 - Not at all effective	7%
05 - Don't know/refused	2%

30. Television advertisements targeted against the corporate activities of tobacco companies

01 - Very effective	24%
02 - Somewhat effective	38%
03 - Not very effective	24%
04 - Not at all effective	12%
05 - Don't know/refused	2%

31. Anti-smoking television advertisements targeted to youth

01 - Very effective	38%
02 - Somewhat effective	43%
03 - Not very effective	12%
04 - Not at all effective	6%
05 - Don't know/refused	1%

32. Increasing the size of warnings on cigarette packages

01 - Very effective	15%
02 - Somewhat effective	27%
03 - Not very effective	32%
04 - Not at all effective	26%
05 - Don't know/refused	*

33. Suing tobacco companies

01 - Very effective	20%
02 - Somewhat effective	25%
03 - Not very effective	27%
04 - Not at all effective	25%
05 - Don't know/refused	3%

34. Regulating the format of displays in stores

01 - Very effective	23%
02 - Somewhat effective	38%
03 - Not very effective	23%
04 - Not at all effective	15%
05 - Don't know/refused	1%

35. Listing the toxic ingredients of tobacco products on the exterior of packages

01 - Very effective	29%
02 - Somewhat effective	31%
03 - Not very effective	23%
04 - Not at all effective	16%
05 - Don't know/refused	1%

36. Placing additional health warnings on the interior "slide" of cigarette packages

01 - Very effective	12%
02 - Somewhat effective	27%
03 - Not very effective	31%
04 - Not at all effective	28%
05 - Don't know/refused	1%

37. Providing comprehensive information on the dangers of tobacco on the Internet

01 - Very effective	31%
02 - Somewhat effective	37%
03 - Not very effective	18%
04 - Not at all effective	9%
05 - Don't know/refused	4%

38. Identifying successful local anti-smoking programs and promoting them on a national basis

01 - Very effective	39%
02 - Somewhat effective	45%
03 - Not very effective	10%
04 - Not at all effective	4%
05 - Don't know/refused	2%

39. Increasing taxes on tobacco products

01 - Very effective	29%
02 - Somewhat effective	26%
03 - Not very effective	24%
04 - Not at all effective	20%
05 - Don't know/refused	*

40. Some people say that light or mild cigarettes reduce the risk of disease and are therefore healthier than regular cigarettes. Others say that those who smoke light or mild cigarettes will inhale more deeply or smoke more than they would with regular cigarettes. Which view is closer to your own?

01 - Light and mild cigarettes are healthier than regular cigarettes	14%
02 - Light and mild cigarettes cause people to smoke more or inhale more deeply	64%
03 - Neither/other/depends	14%
04 - Don't know/refused	8%

41. The federal government requires that tobacco companies provide detailed and comprehensive information on the level of tobacco sales, the ingredients of tobacco products, including toxic ingredients, and other activities. Some say that this is an unwarranted and highly intrusive action. Others say these requirements better enable Health Canada to protect Canadians. Which view is closer to your own?

01 - Reporting requirements unwarranted and intrusive	15%
02 - Reporting requirements allow Health Canada to better protect Canadians	80%
03 - Neither/Other/Depends	2%
04 - Don't know/refused	3%

42. The federal government has committed \$100 million over five years on initiatives to reduce tobacco use. Would you say that this amount is too much, about right, or too little?

01 - Too much	23%
02 - About right	49%
03 - Too little	20%
04 - Don't know/refused	9%

43. Of this total amount, \$50 million will be targeted to reduce levels of smoking, especially among young people. Would you say that this amount is too much, about right, or too little?

01 - Too much	14%
02 - About right	49%
03 - Too little	31%
04 - Don't know/refused	6%

44. It has been proposed that the price of a carton of cigarettes could be raised by 50 cents, and that this extra money would be used to set up an independent foundation, controlled by non-profit organizations, which would address the issue of youth smoking. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this proposal?

01 - Strongly support	42%
02 - Somewhat support	33%
03 - Somewhat oppose	10%
04 - Strongly oppose	13%
05 - Don't know/refused	1%

45. The federal government has passed legislation that bans the promotional activities related to the sponsorship of cultural and sporting events by tobacco companies. A complete ban on promotional activities will be in effect by 2003. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this regulation?

01 - Strongly support	34%
02 - Somewhat support	25%
03 - Somewhat oppose	16%
04 - Strongly oppose	23%
05 - Don't know/refused	2%

46. (IF "OPPOSE" IN Q.40, ASK)

Do you oppose this legislation because it goes too far, or because it doesn't go far enough?

01 - They go too far	84%
02 - Don't go far enough	12%
03 - Don't know/refused	4%

There are a number of groups and organizations that comment about issues related to tobacco use. In your opinion, are each of the following groups and organizations very credible, somewhat credible, not very credible, or not at all credible. How about...?
[RANDOMIZE]

47. Health Canada

01 - Very credible	52%
02 - Somewhat credible	38%
03 - Not very credible	5%
04 - Not at all credible	3%
05 - Don't know/refused	2%

48. Youth organizations (Boys and Girls Club, Scouts, Guides)

01 - Very credible	45%
02 - Somewhat credible	40%
03 - Not very credible	6%
04 - Not at all credible	3%
05 - Don't know/refused	6%

49. Community organizations (See end of this document for examples)

01 - Very credible	29%
02 - Somewhat credible	44%
03 - Not very credible	9%
04 - Not at all credible	4%
05 - Don't know/refused	13%

50. Tobacco companies

01 - Very credible	6%
02 - Somewhat credible	26%
03 - Not very credible	34%
04 - Not at all credible	31%
05 - Don't know/refused	2%

51. The Non-Smokers' Rights Association

01 - Very credible	24%
02 - Somewhat credible	41%
03 - Not very credible	15%
04 - Not at all credible	9%
05 - Don't know/refused	11%

52. The Canadian Cancer Society

01 - Very credible	79%
02 - Somewhat credible	16%
03 - Not very credible	3%
04 - Not at all credible	1%
05 - Don't know/refused	1%

53. The Heart and Stroke Foundation

01 - Very credible	77%
02 - Somewhat credible	19%
03 - Not very credible	2%
04 - Not at all credible	1%
05 - Don't know/refused	1%

54. The Canadian Lung Foundation

01 - Very credible	73%
02 - Somewhat credible	21%
03 - Not very credible	2%
04 - Not at all credible	1%
05 - Don't know/refused	3%

55. Provincial government officials		01 - Very often	6%
		02 - Sometimes	24%
01 - Very credible	13%	03 - Rarely	37%
02 - Somewhat credible	51%	04 - Never	33%
03 - Not very credible	21%	05 - Don't know/refused	*
04 - Not at all credible	11%		
05 - Don't know/refused	4%	60. As an individual, how much influence do you believe you can have on the outcome of the public issues you care about? Would that be a lot of influence, some influence, very little influence, or no influence at all?	
56. Health Care Professionals			
01 - Very credible	56%	01 - A lot of influence	6%
02 - Somewhat credible	34%	02 - Some influence	38%
03 - Not very credible	6%	03 - Very little influence	42%
04 - Not at all credible	2%	04 - No influence at all	13%
05 - Don't know/refused	2%	05 - Don't know/refused	1%
57. The Media			
01 - Very credible	14%	And now, I'd like to ask you some questions about you and your household. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.	
02 - Somewhat credible	54%		
03 - Not very credible	20%		
04 - Not at all credible	10%		
05 - Don't know/refused	3%		
58. How much of your spare time would you say you spend talking, reading, or thinking about issues that affect your community, your province, or Canada as a whole? Do you spend a lot of time, some time, very little time, or no time at all?		61. In what year were you born [RECORD YEAR]	
		01 - 18 to 24	12%
01 - A lot of time	15%	02 - 25 to 34	20%
02 - Some	53%	03 - 35 to 44	22%
03 - Very little	28%	04 - 45 to 54	17%
04 - No time at all	4%	05 - 55 plus	27%
05 - Don't know/refused	*	06 - Don't know/refused	2%
59. How often do you openly express your opinions on public issues to people other than your family and friends? This would include contacting public figures by letter or phone, writing letters to the editor, signing petitions, or attending public meetings and rallies. Do you do ANY of these things very often, sometimes, rarely, or never?		62. What is the highest level of formal education that you have completed? [DO NOT READ]	

01 - Some elementary (Grades 1-6)	1%
02 - Completed elementary (Grade 7 or 8)	4%
03 - Some high school (Grades 9-11)	14%
04 - Completed high school (Grades 12 or 13)	21%
05 - Community college, vocational, trade school	28%
06 - Some university	8%
07 - Complete university (Bachelor's Degree)	16%
08 - Post graduate/professional school (Master's Degree, Ph.D., etc.)	7%
09 - No schooling	*
10 - Don't know/refused	1%

63. Are you a parent of any children under the age of 16?

01 - Yes	34%
02 - No (SKIP TO Q.66)	65%
03 - Don't know/refused	1%

64. Are you a parent of any children under the age of 12?

	N = 558
01 - Yes	78%
02 - No	22%
03 - Don't know / Refused	-

65. Do you currently have access to the Internet at home or at work?

01 - At home	18%
02 - At work	14%
03 - Both	17%
04 - No access to the Internet [SKIP TO Q.69]	51%
05 - Don't know/refused	1%

66. [IF 01 - 03, ASK]

How often do you use the Internet? Would that be [READ LIST]

N = 768

01 - Daily	41%
02 - Two or three times a week	25%
03 - Once a week	14%
04 - Once a month	8%
05 - Less than once a month/Never	12%
06 - Don't know/refused	*

67. [IF "YES" to Q.64 AND "01" to Q.66, ASK]

How often do your children use the Internet? Would that be [READ LIST]

N = 229

01 - Daily	28%
02 - Two or three times a week	22%
03 - Once a week	12%
04 - Once a month	5%
05 - Less than once a month/Never	33%
06 - Don't know/refused	*

68. And finally, for statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes. (READ-SELECT ONE ONLY.)

01 - Under \$10,000	6%
02 - \$10,001 to \$20,000	12%
03 - \$20,001 to \$30,000	15%
04 - \$30,001 to \$40,000	13%
05 - \$40,001 to \$50,000	12%
06 - \$50,001 to \$60,000	8%
07 - \$60,001 to \$70,000	5%
08 - \$70,001 to \$80,000	4%
09 - \$80,001 to \$90,000	3%
10 - \$90,001 to \$100,000	1%
11 - \$100,000 and over	7%
12 - Don't know/refused	14%

69. NOTE SEX...DO NOT ASK

01 - Male	48%
02 - Female	52%

70. Community size (system-code)

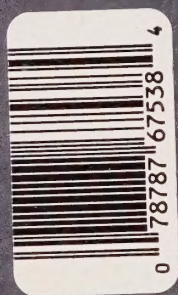
01 - One million or more	29%
02 - 100 thousand to one million	26%
03 - 25 thousand to 100 thousand	10%
04 - 10 thousand to 25 thousand	4%
05 - 5 thousand to 10 thousand	3%
06 - Less than 5 thousand	28%

71. Region (RE-CODE)

01 - British Columbia	12%
02 - Prairie Provinces	17%
03 - Ontario	37%
04 - Quebec	25%
05 - Atlantic Canada	9%

72. Language of Interview (SYSTEM-CODE)

01 - French	23%
02 - English	77%



Oxford.

ESSELTE

10%

